



Your Les Clefs d'Or Key Updates

Sept 2024 – Dec 2024, Issue 11

**the Gladstone Library – Royal Horseguards Hotel, London*

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From the President's Desk

Dear Friends,

Welcome to another great edition of our newsletter, where we share our best practices with one another. We are excited to announce another milestone: the 22nd Pan American Congress 19-22nd of August was just held in Puerto Vallarta, Mexico. This event was another set of learning opportunity from Education Day, the chance to meet new friends, strengthen our concierge networking, and discover the rich culture of Mexico.

On behalf of the Executive Committee and global leaders, I wish you a wonderful day. Enjoy reading our newsletter, and as time flies, remember that the 69th UICH International Congress is only 7 months away.

In Service Through Friendship,

Randy Santos

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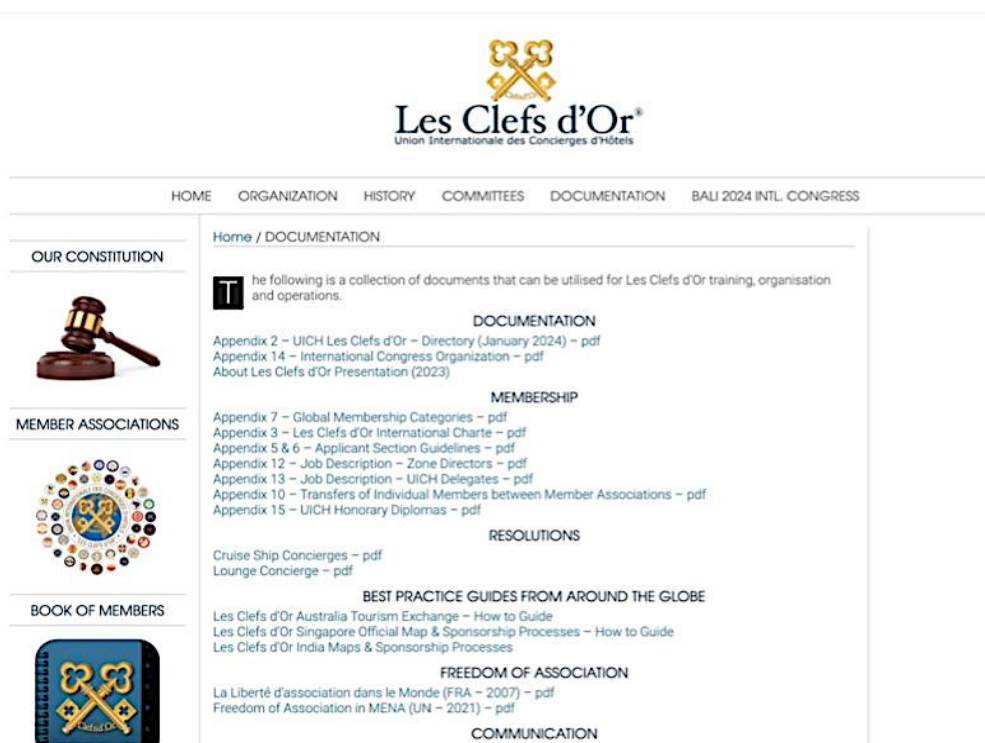
Randy Santos
President,
Les Clefs d'Or International

Your Les Clefs d'Or Key Updates

UICH Best Practices

Dear Friends,

As part of your Executive Committee's commitment to providing our members sections with support, we have created a Best Practice centre on the Virtual Paris Office. This centre will house innovative ways that member sections can raise funds which may be used to assist members to attend regional or international congresses. You will find the guide on the Virtual Paris Office as indicated below. Please click first on 'Documentation' and then you can select the guides listed under 'Best Practice Guides From Around the Globe'.



The screenshot shows the website for Les Clefs d'Or, Union Internationale des Concierges d'Hôtels. The navigation bar includes: HOME, ORGANIZATION, HISTORY, COMMITTEES, DOCUMENTATION, BALI 2024 INTL. CONGRESS. The main content area is titled 'Home / DOCUMENTATION' and contains a paragraph: 'The following is a collection of documents that can be utilised for Les Clefs d'Or training, organisation and operations.' Below this are several categories of documents:

- DOCUMENTATION**
 - Appendix 2 – UICH Les Clefs d'Or – Directory (January 2024) – pdf
 - Appendix 14 – International Congress Organization – pdf
 - About Les Clefs d'Or Presentation (2023)
- MEMBERSHIP**
 - Appendix 7 – Global Membership Categories – pdf
 - Appendix 3 – Les Clefs d'Or International Charte – pdf
 - Appendix 5 & 6 – Applicant Section Guidelines – pdf
 - Appendix 12 – Job Description – Zone Directors – pdf
 - Appendix 13 – Job Description – UICH Delegates – pdf
 - Appendix 10 – Transfers of Individual Members between Member Associations – pdf
 - Appendix 15 – UICH Honorary Diplomas – pdf
- RESOLUTIONS**
 - Cruise Ship Concierges – pdf
 - Lounge Concierge – pdf
- BEST PRACTICE GUIDES FROM AROUND THE GLOBE**
 - Les Clefs d'Or Australia Tourism Exchange – How to Guide
 - Les Clefs d'Or Singapore Official Map & Sponsorship Processes – How to Guide
 - Les Clefs d'Or India Maps & Sponsorship Processes
- FREEDOM OF ASSOCIATION**
 - La Liberté d'association dans le Monde (FRA – 2007) – pdf
 - Freedom of Association in MENA (UN – 2021) – pdf
- COMMUNICATION**

Any and all ideas are welcome to be included in the Best Practice Centre.

If your section is doing something that you think may be of benefit to others, please be in touch with me and I will be happy to guide you through the process of creating a how to guide.

By supporting each other we strengthen our federation.

In service and friendship,

James Ridenour
1st Vice President
Les Clefs d'Or International

Your Les Clefs d'Or Key Updates

69th UICH Les Clefs d'Or Congress – Madrid 2025

Dear members, friends,

Continuing on the success of our recent International Congress in Bali, it is my absolute pleasure to announce that **the website for the Madrid 2025 Congress is now live.**

Our International Treasurer, Mathieu Glaser is in the final stages of finalizing the registration fees with strong support from the Spanish Section President, and our host, Borja Martin Guridi. I have been reliably informed that, even though we'll be back in Europe for the 2025 Congress, with incredible support from various contributors, the team is confident that the fees will be comparable to the Bali Congress.

Similar to Bali 2024, as there are no large hotels in the city centre, the Madrid Congress accommodation will be hosted in 3 hotels. Two of these properties will also be where our meetings will be. Your Executive Committee has decided to allow our members to decide on their accommodation at the time of their registration just as we did for Bali. As before, once a hotel reaches capacity with paid registrations, the members will not be able to choose their hotel and will be automatically assigned to the remaining hotel(s) with rooms. Please be advised that the majority of the room stock we have is at Riu. While two of the host hotels, the [Riu Plaza Espana](#) and [Barcelo Torre de Madrid](#) are across the street from one another, the distance between these two and our third hotel, [Melia Princessa](#), is a quick 4-5 minute walk. For accommodation details, please visit the Congress website in the coming days.



The **Education Committee** has been diligently working on delivering a truly memorable day once again. I am delighted to inform you that the committee already shortlisted a list of great speakers and all will be announced on the Congress website in the coming weeks with full bios.

Additionally, the **Award Committee** has been hard at work getting ready for Madrid. This year's hopefuls will have more challenges and trials to show that they are the best of the best. The selection of the Class of 2025 has already started by many sections across the globe, and we cannot wait to meet them. This year's award has been dedicated to the memory of the first member of the Spanish Section who led our international organization, **Alfredo Molero**. The Section Presidents will receive communication on this in the coming weeks.

Our **Communication Committee** will be keeping you up to date with all upcoming news in due course via various social media channels.

For all required information, updates and, as importantly, the registration link, please go to: <https://congress.lesclefsdor.org/>

Please be advised that the room availability for the Madrid 2025 Congress is limited to 425 rooms. The registration, with Early Bird rates as always, will start in the coming weeks...

Please check your inbox and the Congress website for updates and announcements.

Kind regards,

Burak Ipekci
General Secretary
Les Clefs d'Or International

Your Les Clefs d'Or Key Updates is a periodical newsletter published independently by the Communications Committee of UICH Les Clefs d'Or, highlighting the activities carried by members across the globe. Should you wish to share your respective section news or activities or be featured in future publications, kindly forward them via email to: assistantsecretary@lesclefsdor.org

Your Les Clefs d'Or Key Updates



CSR Committee

On behalf of the CSR Committee, I am very thrilled to share some news about our committee with all of you.

During our last congress in Bali, the CSR Committee successfully executed three impactful activities during the Bali Congress:

- **Keys for Trees:** Planted a tree with Sofitel Nusa Dua, symbolizing a commitment to sustainability.
- **Sea Turtle Release:** Raised awareness about marine conservation with support from the Indonesian Ministry of Tourism and Creative Economy.
- **Children's Coloring Book:** Donated proceeds from book sales to the Serangan Bali Turtle Conservation and Education Center.

These initiatives showcased Les Clefs d'Or's dedication to social responsibility and environmental well-being.



CSR Committee - *continued*

For the third year in a row, we participated in the **Wings for Life World Run**.

This year, the run happened on May 5th, and we had our very own team: the Les Clefs d'Or Running Concierges!

Special thanks to our friend Florian Muigg from Austria for spearheading this initiative. We were happy to see many members around the globe joining it, such as Les Clefs d'Or UAE and Les Clefs d'Or Macau.



Now it's time to start organizing our activities for Madrid! Stay tuned for more exciting details to come.

In caring through friendship,
The CSR Family

Your Les Clefs d'Or Key Updates

SECTION UPDATES

Les Clefs d'Or New Zealand

Kia ora Colleagues, News from Down Under!

In early June, Les Clefs d'Or New Zealand celebrated its' 30th Anniversary with an Opening Reception at the Four Points by Sheraton Auckland, adding to the splendour of our milestone celebration. Our gratitude to our Past President, Kris Mosch, the Executive and Sub Committees and our membership for their hard work, support and participation, which made this event memorable.



Our 30th Annual General Meeting on the first day provided an inspiring educational experience, themed "Learning from the Past to Inspire the Future." The event featured a distinguished panel of four Past Presidents: Mr Derek Fenn, Mr Franz Stauer, Mr Nick Steele, and Mr Jeremy Wilson, who have guided our society over the past 30 years. Each president shared invaluable insights from their tenure, reflecting on the challenges they faced, their successes, and their aspirations for the future.

Attendees had the unique opportunity to engage with these leaders through an interactive Q&A session, gaining a deeper perspective on the evolution of our society. Additionally, we proudly recognised our first Professional Affiliates by presenting them with their official pins, marking a significant milestone in their journey to become Les Clefs d'Or Concierges.

Our 30th Annual General Meeting, held at the modern Four Points by Sheraton Auckland, was attended by our esteemed friends from Les Clefs d'Or Australia. The day commenced with insightful reports from our dedicated executive and subcommittee members. Our AGMs are vibrant platforms for exchanging innovative ideas and envisioning the future, so, this year was no exception.

The highlight of the event was the nomination and acceptance of Ms Maree Welgus, General Manager at the Sudima Christchurch City Hotel and Mr James Hart, National Legal And Compliance Manager at Corporate Cabs, for New Zealand Honorary Memberships, well-deserved recognitions.

On Saturday, June 1st, 2024, we celebrated our 30th Anniversary Gala Night at the Grand Millennium Auckland. This special event was a testament to our enduring commitment to excellence and camaraderie within the hospitality industry. Members from across the country, from Christchurch in the south to the Bay of Islands in the north, attended. The presence of industry professionals, friends of the society, and our esteemed international and national honorary members made the occasion even more memorable.



The presence of industry professionals, friends of the society, and our esteemed international and national honorary members made the occasion even more memorable.



Les Clefs d'Or New Zealand proudly congratulated Mr Derek Fenn on obtaining his International Honorary Membership in April 2024 at the 68th UICH Congress in Bali, Indonesia. We were privileged to present this prestigious award to him in person at the 30th Anniversary Gala Event. Derek has had an illustrious hotel career spanning 39 years as a hotel concierge and 29 years as a dedicated member of Les Clefs d'Or, both in New Zealand and Australia. He has inspired and motivated an entire generation of hotel concierges in New Zealand to reach the industry heights. His ability to engage with guests in hotel lobbies is a masterclass in hospitality, delivered with warmth, class, and style.

The evening perfectly blended elegance and joy, featuring a sumptuous three-course meal. As the night progressed, the dance floor came alive with vibrant energy, with a DJ ensuring the celebration continued into the night.

We also thanked all the guests who attended and celebrated in style. This gathering was not just a celebration of our past achievements but a reflection of our ongoing dedication to fostering professional excellence and uniting the finest in hospitality.

Here's to many more years of success and camaraderie.

Lastly, we are thrilled to introduce Andy Xu from Hilton Auckland and Dimitri Desrues from Copthorne Bay of Islands to the Les Clefs d'Or Hotel Concierge Society New Zealand. Their dedication to excellence in hospitality and commitment to exceptional guest service exemplify the core values of our society. We are confident that they will bring outstanding contributions to our community.

Welcome aboard, Andy and Dimitri!

In Service Through Friendship and Long Live Les Clefs d'Or!

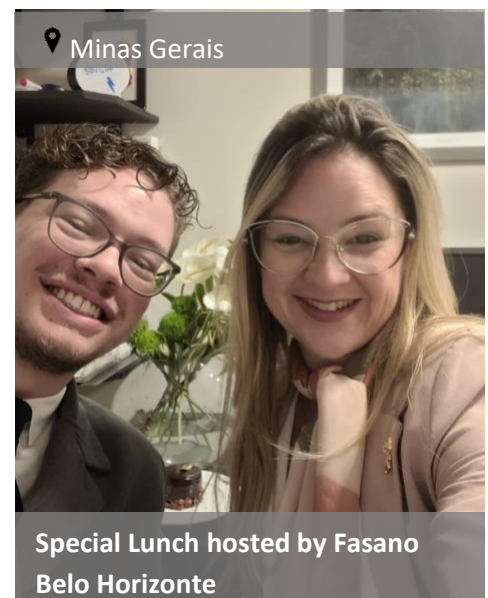
Gustavo Concha
Interim President - Les Clefs d'Or New Zealand



Your Les Clefs d'Or Key Updates

Les Clefs d'Or Brazil

On behalf of Les Clefs d'Or Brésil, we are delighted to provide some updates about our section. Last June, 29th we celebrated Concierge Day in Brazil. There were several events held all over Brazil to celebrate this very special day.



Your Les Clefs d'Or Key Updates

Les Clefs d'Or India

Educational Symposium and Historical Walks

April was a month of learning and exploration. On April 3rd, the executive committee of the Northern region was invited to an educational symposium at Le Cordon Bleu University in Gurgaon, affiliated with GD Goenka University. This symposium provided an enriching experience with insights into the latest trends and practices in the hospitality industry to the third-year students.

In Kolkata, on April 10th, the concierges organized a guided old colonial walk for young concierges to immerse them in the rich history of the city. This walk offered a deep dive into Kolkata's colonial past, enhancing the concierges' knowledge and appreciation of their city's heritage.



The executive committee of the Northern region had the privilege of leading a training session for the Management Trainees and Hotel Operational Trainees of The Lalit Suri Hospitality Group, Batch 2024, on 13th July 2024. The session highlighted the vital role of hotel concierge services in delivering exceptional guest experiences, from personalized recommendations to handling special requests. The recognition of Les Clefs d'Or India and our efforts to elevate the profession was truly inspiring. The training was insightful for all participants and featured lively discussions throughout.

International Representation

26 Indian concierges represented India at the 68th UICH International Congress held in Bali from April 21st to 26th, 2024. This international gathering of concierges provided a platform for sharing knowledge, networking, and showcasing India's hospitality prowess on a global stage.



Concierge Day Celebrations

On April 29th, the entire country celebrated Concierge Day with grand celebrations in each region. Mumbai celebrated alongside their 198th monthly meeting at Sofitel BKC, Kolkata marked the occasion with their 50th monthly meeting at Mainland China, Delhi celebrated at Connaught Clubhouse, and Bangalore at Toast and Tonic. These celebrations highlighted the unity and dedication of Les Clefs d'Or members across the country.

Les Clefs d'Or India (continued)

Social Service and Community Engagement

May was a month dedicated to social service and community engagement. On May 18th, the concierges of Bangalore arranged a food donation drive at Sri Rakum School for the Blind and Underprivileged. This initiative reflected the concierges' commitment to giving back to the community and supporting those in need.

On the same day, the concierges in Kolkata organized a social service drawing activity at Kusuma Social Welfare for underprivileged kids. They also planted two trees as part of the #KeysforTrees drive, demonstrating their dedication to environmental sustainability.



17th Annual General Meeting

GOLDEN CORE

GRATEFUL FOR OUR ESTEEMED SPEAKERS

MR. BURAK IPEKCI
General Secretary - UICH Les
Clefs d'Or

MS. RENATA FARHA
Zone Director Americas - UICH
Les Clefs d'Or

MR. RAJKUMAR
RAJAGOPAL
Chef Concierge - Shangri-La
Hotel Singapore

MR. EDWIN SALDANHA
Zone Director Arabian & Western
Asia - UICH Les Clefs d'Or

MR. SATISH KUMAR
General Manager - The St. Regis Goa Resort

Annual General Meeting

From June 2nd to 4th, Les Clefs d'Or India held their 17th Annual General Meeting in Goa. The AGM was successfully conducted at ITC Fortune, Benaulim, on June 2nd, followed by an Education Day, themed "Golden Core," at The St. Regis Goa Resort on June 3rd. Esteemed speakers provided immersive knowledge, enriching the professional development of the attendees.

During the AGM, the executive committee also participated in a social service activity of #KeysforTrees by planting multiple trees at The St. Regis Goa Resort. This area, now named the "Band of Friendship," symbolizes the strong bonds and shared commitment to sustainability within the Les Clefs d'Or community.



Your Les Clefs d'Or Key Updates

SECTION UPDATES

Les Clefs d'Or Mexico

Warm greetings from Mexico. We are pleased to share some updates from our beloved section.

On May 26, 2024, we were involved in the inaugural Race with Cause , Baja California Zone.



Key Imposition Ceremony at the beautiful Shivari Tulum



Your Les Clefs d'Or Key Updates

Les Clefs d'Or Indonesia

A Memorable April for Les Clefs d'Or Indonesia

Six years after being declared the 46th independent section of UICH Les Clefs d'Or, Indonesia proudly hosted the 68th UICH Les Clefs d'Or International Congress from April 21st to 26th, 2024. This event showcased Indonesia's rich culture and hospitality and demonstrated the section's growth and capability.

The journey began with President Yoga's bold declaration during the Istanbul Congress. The Congress was a resounding success, filled with engaging activities for members and their spouses, including cultural tours, business meetings, and networking opportunities. The hard work of all vendors and partners was evident in the seamless execution of the event.

Les Clefs d'Or Indonesia extends deep gratitude to the UICH EXCO for their unwavering support, to the members and spouses who attended, and to our partners and vendors. Special thanks to Sofitel Bali Nusa Dua Beach Resort, The Westin Resort Nusa Dua, and Intercontinental Bali for their hospitality.

A heartfelt appreciation goes out to our distinguished speakers whose expertise and thought-provoking presentations during the international congress significantly elevated our collective knowledge and inspired us to strive for greater heights in our roles as concierges. Richard Schestak from Raffles Hotels & Resorts shared insights on personalized guest experiences and impeccable service standards, emphasizing innovation in luxury hospitality. Tristan Gadsby from Alliants highlighted the role of technology in enhancing guest experiences, encouraging concierges to embrace digital tools for improved efficiency and seamless interactions. Stuart Greif from Forbes Travel Guide discussed quality service standards and luxury travel, offering practical tips for achieving top-tier service ratings and maintaining excellence. Shane O'Flaherty from Microsoft explored the impact of digital transformation in hospitality, encouraging the use of AI, data analytics, and cloud computing to enhance guest satisfaction and operational efficiency. Each speaker's session provided valuable knowledge and inspiration, motivating concierges to pursue excellence and innovation in their roles.

Hosting this Congress highlighted our active participation in UICH Les Clefs d'Or and showcased our ability to organize an event of such magnitude. We hope attendees cherish their memories of Indonesian hospitality and plan to visit again soon.



In conclusion, the success of the 68th UICH Les Clefs d'Or International Congress was a triumph for Les Clefs d'Or Indonesia and a celebration of the collaborative spirit and resilience of its members



Continuing the Momentum: Monthly Meetings of Les Clefs d'Or Indonesia

Following the Congress, Les Clefs d'Or Indonesia held its fifth monthly meeting in May 2024. Jakarta's meeting was at Henshin Jakarta, and Bali's at Le Bleu by K-Club. These intimate gatherings reflected on the success of the UICH International Congress 2024.

In June, the sixth monthly meeting took on a formal tone. Jakarta's meeting was hosted by Millenium Sirih, with Bali's at Sardine by K-Club. Discussions focused on upcoming projects. Mr. Manny Mercado, General Manager of Millenium Sirih Jakarta, shared his experiences and praised the Young Concierge Award initiative.

The seventh monthly meeting in July was held at Shikaku Restaurant for Jakarta members and Syrco Base Restaurant for Bali members. These meetings provided a platform for information sharing, updates, and networking, fostering continuous improvement and collaboration.

Looking ahead, Les Clefs d'Or Indonesia is planning exciting projects, including the sixth Annual General Meeting in Surabaya in November 2024, CSR initiatives, campus visits, and a partnership with the Hospitality Human Resources Management Association (HHRMA) in Indonesia.

Membership has expanded to new locations, including Labuan Bajo and IKN (Ibu Kota Nusantara), reflecting the growing influence of Les Clefs d'Or Indonesia and its commitment to excellence in the hospitality industry.

Your Les Clefs d'Or Key Updates

Les Clefs d'Or UAE

Les Clefs d'Or UAE has been very active in contributing to various charitable causes and community initiatives. Here's a summary of a few events in the past few months:

- 1. Wings for Life Charity Race (4th May 2024):**
 - Participated in a global charity race where 100% of the entry fees supported the Wings for Life Spinal Cord Research Foundation.
 - The theme of the race was "run for those who can't," supporting critical research for spinal cord injury.
- 2. Recycling Initiative (5th May 2024):**
 - Les Clefs d'Or UAE received an award for their commitment to Corporate Social Responsibility, particularly for their recycling efforts from H.E Engineer, Sheikh Salem Bin Sultan Bin Saqr Al -Qasimi Chairman of the Ras Al Khalimah Civil Aviation Department.
 - Members collected 387 nonfunctional mobile phones, earning them the opportunity to plant trees in Al Naseem Reserve.
- 3. Clothing Donation Drive (22nd May 2024):**
 - Organized a cloth donation drive during a monthly meeting at Koi Restaurant in Dubai Mall.
 - Collected clothing items were handed over to a charity organization for distribution to the less fortunate in society.
- 4. Blood Donation Drive (19th June 2024):**
 - Organized a blood donation drive at a blood donation center.
 - The event was attended by Les Clefs d'Or UAE National President, Executive Committee Members, full members, and observers, aimed at assisting those in need.

These initiatives demonstrate Les Clefs d'Or UAE's strong commitment to social responsibility through environmental conservation, medical research support, clothing donations, and blood donations. Their involvement in these activities reflects positively on their dedication to making a meaningful impact in their community and beyond.

Educational Day

What an incredible day at the JW Marriott Marquis Hotel Dubai!

On June 26, 2024, we welcomed around 430 hoteliers for our **Grand Educational Day**. The event kicked off with a drumbeat, setting the stage for inspiration. Our President Amado Silveti, Mr. Gerrit Gräf, General Manager and Mr. Ibrahim Yaqoot, a friend from the early days of Les Clefs d'Or UAE shared insights on the vital role of Concierges and the growth of Les Clefs d'Or UAE. Diego Renda discussed AI and sustainability in LQA standards, followed by a panel with Mr. Renda and Mr. Mansour Memarian, Hotel Manager of Palazzo Versace Dubai on AI in hospitality. Guest speaker Mira Zakharia highlighted Ras Al Khaimah's tourism, while Jeff Strachan of Dubai College of Tourism emphasized promoting Dubai and the UAE. Ms. Samira Demeis from Forbes Travel Guide discussed emotional intelligence in guest interactions, and Ellie Mellet introduced the Alliants Concierge software. A panel with Ms. Samira Demeis and Mr. John Kitchens, Hotel Manager of Mandarin Oriental Jumeira explored luxury and AI.

A memorable moment was Harry Bañez' induction into Les Clefs d'Or UAE, with celebrations for founding member Charles Ferrer and past president Abey Sam as Honorary Members. The event concluded with an exclusive General Assembly for Clefs d'Or and Concierge Group members. Thank you to everyone who made this day unforgettable!



Your Les Clefs d'Or Key Updates

Les Clefs d'Or Australia

COME SAY G'DAY IN 2026!

The Australian Executive Committee, have been exploring the vibrant city of Sydney, meticulously planning our welcome cocktail and host property venues. Sydney's iconic sights and bustling energy promise to make our 2026 Congress an unforgettable experience.



INAUGURAL TASMANIAN AGM

Our 42nd Annual General Meeting (AGM) was held in the picturesque city of Hobart on the 7th and 8th of July.

A very productive meeting was held with a focus on congress 2026. As it was a voting year we welcomed a new Executive Committee consisting of:

- President – Dean McWhinney
- Secretary – Nathan Brown
- Treasurer – Peter Brown
- Past President – Rhett Constantine

A special thanks to James Nobleza of The Tasman Hotel for hosting us in his beautiful city.



INAUGURAL VINE AND DINE EXPO ON THE GOLD COAST - QUEENSLAND

A new concept for Les Clefs d'Or Australia was our inaugural Vine and Dine expo held at the beautiful Imperial Hotel - Gold Coast.

This expo brought together 20 of South East Queensland's finest distilleries, vineyards, tour operators and restaurants to showcase their businesses to the local concierge community. The feedback has been excellent and we will be seeking to run these annually from now on.

A big thank you to Wisky Lai and Shane Edwards for their hard work and dedication to making an amazing event.



REAITIFIII HWRADT

TOURISM EXPOS AROUND THE COUNTRY

PERTH TOURISM EXPO
25 MARCH 2024
12PM - 5PM | FAIRFIELD HILTON PERTH

TOURISM EXPO 2024
MONDAY | 4 | MARCH
3.30 - 6.00 PM
SOFITEL SYDNEY DARLING HARBOUR - BALLROOM

2024 concierge tourism expo
27 MAY
10.30 AM - 05.00 PM
PARK HYATT MELBOURNE



Les Clefs d'Or Australia - *continued*

ENGAGING AND EDUCATING THE FUTURE

Australian Members are working closely with several leading hospitality education institutions and government bodies across the country.

Some highlights have been Victorian Tourism Industry Council careers day, Torrens University Industry Connect and lectures delivered to Griffith, Torrens University and TAFE NSW.



NEW MEMBER CHRIS ABLES

Welcome to our newest member Chris Ables of the Intercontinental Sydney.

Chris will be a great asset to Les Clefs d'Or he lives and breathes our motto of in service through friendship.



CELEBRATING 30 YEARS WITH OUR KIWI BROTHERS LES CLEFS D'OR NEW ZEALAND 30TH ANNIVERSARY IN AUCKLAND



THE LEGEND DEREK FENN



CLASSIC KIWI HOSPITALITY



THE AUSSIE CONNECTION

Your Les Clefs d'Or Key Updates

Les Clefs d'Or Morocco

Dear Colleagues, it is with great pleasure that we present to you a retrospective of the period from May to July 2024, which was rich in events including charitable operations, dinners and meetings.



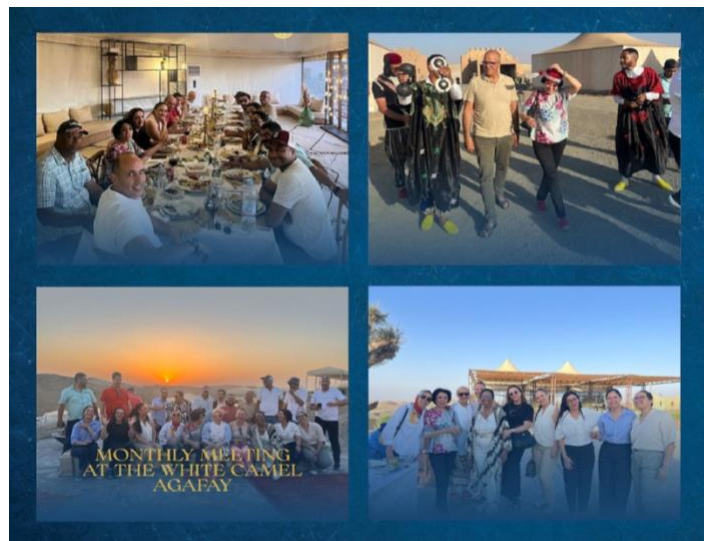
May 2024: Meeting and Dinner at La Sultana Hotels with members in Marrakech



May 2024: Day trip to Rabat for a meeting with the members in Casablanca, Rabat and north of Morocco



June 2024: CSR activity where we donated food and necessities for an orphanage "The Moroccan League for Child Protection" that houses more than 70 children



July 2024: A special dinner in the Agafay Desert for members to enjoy and celebrate, away from their hectic schedule before the long holidays

Your Les Clefs d'Or Key Updates

Les Clefs d'Or Thailand

Thai Concierge Day

Les Clefs d'Or Thailand celebrated the 19th anniversary of Concierge Thailand on 26 January 2024. It was a wonderful and meaningful time spent together. Once a year, all generations gather to celebrate this event.

As part of the celebration, senior members were invited to pay respects and express gratitude to those who founded and continuously developed the association. Additionally, a Buddhist ceremony was held, including a feast for the monks, to bless and bring good fortune to all members.



Education Day 2024

Les Clefs d'Or Thailand organized an Education Day at The Peninsula Bangkok on 20 February 2024. The event commenced with a warm welcome speech by the new Managing Director of The Peninsula Bangkok, Mr. Masahisa Oba, who expressed his enthusiasm for fostering professional development within the hospitality industry.

Following the opening remarks, attendees had the exceptional opportunity to learn from Professor Dr. Therdchai Choibamroong. His lecture on "Service Innovation of Concierge" delved into the intricacies of modern concierge services, emphasizing that true innovation is not solely about technology but rather the quality of service delivered by concierges. Dr. Therdchai highlighted various strategies and case studies demonstrating how personalized and attentive service can significantly enhance guest experiences.

The afternoon session featured a highly anticipated class by Mr. Randy Santos, the President of Les Clefs d'Or International. His presentation, titled "The Power of Young Concierge," underscored the vital role that young professionals play in the evolution and dynamism of the concierge profession. Mr. Santos provided insightful training, sharing his extensive knowledge and practical advice on how young concierges can leverage their unique perspectives and skills to excel in their careers.



Les Clefs d'Or Award from Thailand

Les Clefs d'Or Thailand is proud to present and support **Khun Penthai Whawatt** as our representative for the 2024 Young Concierge Competition in Bali. His dedication as a candidate has truly made him a role model for the new generation in our country. Throughout his many years with Les Clefs d'Or Thailand, Mr. Penthai's outstanding talent and performance have inspired many young members to follow in his footsteps



Les Clefs d'Or Membership Examinations

Les Clefs d'Or Thailand Examination and Interview Day, on 15 May 2024, at Grand Hyatt Erawan Bangkok. All local members were tested on their writing skills as well as their ability to interview with executive committees to be the international full member.

The more difficult the exam, the more proud you will be of your 'Golden Key'.

Annual General Meeting of Les Clefs d'Or Thailand

The Annual General Meeting (AGM) 2024 was held at Adlib Khon Kaen from May 19 to 21, 2024. The event began with a temple visit to bring good fortune to all members, followed by a series of activities including the general meeting, report sharing, the pinning ceremony for new international members, a gala dinner party, and an educational session.

We are greatly honored to welcome Mr. Sharezal Abdul Wahid, the Assistant General Secretary of Les Clefs d'Or U.I.C.H., to the Annual General Meeting of Les Clefs d'Or Thailand in Khon Kaen. We deeply appreciate his presence, as well as the valuable knowledge and training he has shared with us.



A Hospitality Training

Les Clefs d'Or Thailand had the distinct pleasure of organizing a comprehensive hospitality training session for the dedicated staff at the legendary Rajadamnern Stadium. This enriching training session was designed to elevate service standards and enhance the overall guest experience at this iconic venue.

Following the training, participants were treated to an unforgettable experience as they watched incredible Muay Thai fights. This unique opportunity not only showcased the rich cultural heritage of Thailand but also provided an exhilarating experience for all involved.

We are proud to have contributed to the professional development of the Rajadamnern Stadium staff and to have shared in such a memorable event.



Your Les Clefs d'Or **Key Updates**

Les Clefs d'Or USA

News from the USA

The year 2024 provides more evidence of the USA's recovery from the pandemic as local economies slowly improve. Conference numbers are increasing, members are returning to the profession, and membership applications are increasing. So far this year we have received seven applications with the addition of seven new members. We have also readmitted three members. We are incredibly pleased that many of our newest members have already attended congresses.

The USA delegation was nearly one hundred strong in Bali. We genuinely enjoyed the beauty of the island, the warm welcoming residents and most of all, the opportunity to see old friends and make new ones, while having our first foray into how artificial intelligence can help make our jobs easier.

With great excitement we look forward to next month's Pan-American congress in Puerto Vallarta, Mexico. It is always exhilarating to get together; this will be no exception, as we reunite with even more members we have not seen in a while. The host committee is working extremely hard to make it the great success we know it will be.

The United States is eager to focus on our 50th Anniversary in 2028. We hope to celebrate by hosting the 2028 congress in the same location as the first USA congress, Dallas, Texas. Plans are in development to present to our members and future boards of directors. History is being researched and shared, slogans and logos are being developed, merchandise is being considered, who knows, we might even plant 50 trees! 50 keys for 50 trees, for 50 states, for 50 years! Can we do it?

We do our best to garner positive press whenever possible. Here are links to some recent articles:
AFAR Magazine:

[Hotel Concierges Reveal All the Seemingly Impossible Tasks They've Ever Been Asked](#)

Wall Street Journal

[If You Aren't Using Your Hotel Concierge, You're Missing Out](#)

We also look forward to welcoming the UICH Executive Committee in February 2025, in Washington DC. Hosts Robert Watson and Shujaat Khan will ensure that the Executive Committee has a productive and enjoyable time.

Your Les Clefs d'Or Key Updates

Les Clefs d'Or Japan



2024 Seminar by Japan Concierge Association and Les Clefs d'Or Japan

We held the seminar at Cerulean Tower TOKYU hotel in Shibuya, Tokyo. It consists of two parts and the first part was a lecture by Mr. Yoshihiro Miwa, Professor of Hospitality and Tourism faculty of Meikai University, titled 'DX and Concierge, and the spreading world beyond it. The second part was a talk by Mr. James Ridenour of the 1st Vice president-UICH, the chief concierge at Next Hotel Melbourne, about DX usage example in the workplace of concierge.

Professor Miwa's lecture began by discussing the impression that the word of 'Digital' has and how generative AI differs from humans. Quoting the results of survey and common examples, then he talked about the penetration of digital technology into every field around us is causing a major digital transformation that is changing people's behavior patterns and even sense of values on a global scale. On the other hand, as the human touch may be thought to be valuable, he said that the current situation where the digitalization is slow in the hospitality industry. The core focus is that accommodation is not just accommodation but what we can do through it. From that we learned it is important to identify what is the benefit to be gained and what needs to be protected, and it is also essential to convey the concierge mindset with knowledge deepen through the real experience, to the next generation that has grown up in a fully digital world.

In the continual second part, Mr. James RIDENOUR reaffirmed our strengths and introduced study cases incorporating into generative AI in the concierge field.

Especially the thought of "Hybrid AI" utilizing data based on reliable information and a trust network built up in the workplace rather than using general data, has the potential to connect digitalization to the better concierge services. Lastly, we all participants truly appreciated both valuable lectures.

Les Clefs d'Or Japan Welcomes a New Member

We are delighted to announce that we have welcomed Mr. Satoru Masuda the Chief Concierge at Andaz Tokyo. This is the first Les Clefs d'Or member from the hotel. As of February 2024, Les Clefs d'Or Japan consist of 29 active members, 2 honorary members and 19 affiliates. Below is a message from him.

“My name is Satoru Masuda, I was born and raised in traditional town in Tokyo, I am a pure Tokyoite. This traditional town has a long shopping street that has existed for about 100 years, I love visiting old-fashioned Japanese shops in the shopping street and chatting with a local people who they also born and raised in the town same as me. Let me introduce myself work experience that I was starting from bell attendant, doorman, hotel reservations, front desk, and butler services, I eventually became a concierge at a Japanese hotel. I then gained experience as a concierge at an international hotel before joining Andaz Tokyo as a Chief concierge in August 2018. I am very happy and a little nervous to be engaged everyone as a new member of Les Clefs d'Or Japan. Since the first time I stepped through the doors of Les Clefs d'Or, I have been impressed by the dedication and passion that each member in the team display at work. It is truly inspiring. I hope there is something valuable I can share with you, too, and it's my goal to be able to do so throughout during stay with you. It is with your continued support that I was able to become a member of Les Clefs d'Or. Thank you very much all for your warm welcome.”



Your Les Clefs d'Or Key Updates

Les Clefs d'Or Philippines

Les Clefs d'Or Philippines to host the 2025 UICH Les Clefs d'Or Asian Congress

During the 68th International Congress in Bali, Indonesia, it was announced that the 13th edition of the Asian Congress would be hosted by Les Clefs d'Or Philippines on the stunning island of Boracay in October 2025

Our Activities and Events:

- Les Clefs d'Or Philippines and Department of Tourism held an exploratory meeting to discuss the upcoming 2025 UICH Asian Congress.
- Les Clefs d'Or Philippines First Quarterly General Meeting was held at Okada Manila to discuss future projects and programs of Les Clefs d'Or Philippines.
- Les Clefs d'Or Philippines spoke with young and upcoming hoteliers from the University of Santo Tomas - College of Hotel and Restaurant Management about customer service, guest experience, evolving guest trends, and how to adapt to the ever-changing needs of guests at their seminar titled "GuestScapes".
- Les Clefs d'Or Philippines Cebu Region and Cebu Concierge Association conducted an Educational Forum for hospitality professionals, students, and educators.
- Les Clefs d'Or Philippines also attended several exposure dinners held at various restaurants and establishments in Manila, Makati, Boracay, Bonifacio, Cebu and Taguig City.
- Les Clefs d'Or Philippines Excom Meeting was held at Salon de Ning at The Peninsula Manila. The meeting was convened to deliberate on the forthcoming 2025 Asian Congress.
- Les Clefs d'Or Philippines met with Department of Tourism Secretary Maria Esperanza Christina Garcia-Frasco and Assistant Secretary of Tourism Regulation Maria Rica Bueno to discuss the forthcoming Les Clefs d'Or Asian Congress planned for October 2025 in Boracay, Philippines.



Your Les Clefs d'Or Key Updates

Les Clefs d'Or Hellas

A great moment captured as the award given from the Hellas section to the best Concierge Team employees at the Hyatt Regency Hotel in Thessaloniki, and the pinning of new Members from the Four Seasons Astir Palace Hotel and the Grande Bretagne Hotel.



Les Clefs d'Or Hellas President, Mr Dimitrios Liapis and Mr Emmanuel Vrettos, had the honor to present the Local Honorary membership to Ms Christna Xesternou (Front Office, Elefsina Hotel), Ms Yiota Fragou (General Manager, Athens Manor Houses) and Ms Katerina Panagiotakopoulou (Front Office Manager, Savoy Hotel Pireaus)



Your Les Clefs d'Or Key Updates

Les Clefs d'Or Malaysia

Welcoming our new Executive Committee Members!

We are thrilled to introduce the dynamic leaders steering the Society Of The Golden Keys Malaysia for the term 2024 – 2026:

- President: Mr. Narain Rao, Four Seasons Hotel Kuala Lumpur
- Vice President: Mr. Sharezal Abd Wahid, The Majestic Hotel Kuala Lumpur
- Honorary Secretary: Mr. Tan Chee Kang, Dorsett Hartamas
- Assistant Honorary Secretary: Mr. Muhendra Reddy, The Ritz-Carlton, Langkawi
- Honorary Treasurer: Mr. Muhammad Syukur Masseng, Traders Hotel Kuala Lumpur
- Assistant Honorary Treasurer: Mr. Farouk Irwan, Pullman KLCC Hotel & Residence
- Head of Public Relations: Mr. Sazlin Jaafar, Capri By Frasers Bukit Bintang
- Public Relations Officer: Mr. Jason Kavin, G Hotel Penang



Historic Milestone Achieved: Launch of the Concierge Certification Program

The Society Of The Golden Keys Malaysia is proud to announce a significant milestone in our pursuit of excellence in concierge education. On Thursday, 11th July 2024, we marked the launch of our Concierge Certification Program in collaboration with Taylor's University. This momentous occasion was celebrated with an inaugural training session and the formal signing of the Memorandum of Agreement (MOA).

Prof. Dr. Neethiananthan Ari Ragavan, Executive Dean of Taylor's University, signed the MOU, witnessed by Assoc. Prof. Dr. Joaquim Dias Soeiro, Head of School. Mr. Narain Rao, President of The Golden Keys Malaysia, signed on behalf of the society, witnessed by Mr. Sharezal Abdul Wahid, Vice President.



The event was graced by the presence of approximately 140 enthusiastic students, who participated in an impactful training session. Our deepest gratitude goes to Ms. Azlinda Hakim, Dr. Ruth Sabina Francis - Program Director (BIHM), and the distinguished faculty of Taylor's University for their invaluable support and partnership. Their dedication has been instrumental in bringing this program to fruition. This landmark event signifies the beginning of a transformative journey in concierge excellence for our Society. The future holds countless achievements as this partnership with Taylor's University flourishes.

Your Les Clefs d'Or Key Updates

Les Clefs d'Or Great Britain

where®  The 72nd **ANNUAL SOCIETY OF THE GOLDEN KEYS** Cocktail Party

In 1952, Les Clefs d'Or® International, as we know it today, was founded at the iconic Carlton Cannes during the first International Congress by Concierge delegates from Belgium, Denmark, France, Germany, Ireland, Italy, Spain, Switzerland and Great Britain.

Almost 72 years later, Concierge and guests gathered at **The Lanesborough London** to celebrate the remarkable Society of the Golden Keys of Great Britain & the Commonwealth and true hospitality DNA.

The Society's continuous efforts to give back to the community shone during the gathering as Jeremy Gibson, of Hospitality Action was presented with a cheque for funds raised during the February Annual Gala, bringing their historical total contribution to £93K: a figure the

society is sure translates into "hope and relief for many hospitality professionals".

Society President, Toru Machida, said: "We cannot thank Stuart Geddes, Simon Thomas and the team at The Lanesborough enough for their outstanding hospitality; and Terry Holmes, Executive Director at Red Carnation Hotels for gifting us with the most inspirational speech".

He said he was grateful to partners Golden Tours and The Tourism Media Group for helping make the evening "truly unforgettable".



The Lanesborough Hotel



Jeremy Gibson from Hospitality Action with Toru Machida, President of The Golden Keys



Concierge and guests enjoying the evening



Keynote speaker Terry Holmes



Toru Machida, General Manager Belmond Cadogan & Simon Thomas Head Concierge The Lanesborough Hotel



Stuart Geddes, General Manager at The Lanesborough Hotel



Petra Balcava, Assistant Head Concierge at The Carlton Tower Jumeirah, and Sonia Vella, Head Concierge at The Carlton Tower Jumeirah



Conor McDowell, Chief Concierge at Six Senses London with Binoy Nair, Head Concierge at St James' Court, A Taj Hotel



Burak Ipekci from The Royal Horseguards Hotel, Kiran Chug from Today's Group



Tom Wardley Head Concierge at The London Hotel & Mikeen Moran, Managing Director at Golden Tours



José Almeida, Head Concierge at Raffles London at The OWO, and Jamie McDowall of The Cadogan, A Belmond Hotel



Toru Machida, Jorel Vica, Head Concierge at The Grand, York; Sam Johnston; Charlotte Last, The Tourism Media Group; and Michael Hagan, Head Concierge at Four Seasons London

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